

■ STEADFAST



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## A MESSAGE

from the Board Chair and the CEO

**In our Annual Report letter, we normally reflect on the year gone by and WWF's many important accomplishments. The organization does have much to be proud of, but it would be disingenuous not to acknowledge up front a very hard truth: This has been an awful year across most of the world.**

At a time when many governments are fractured and polarized, our climate is worsening, and nature continues to be destroyed, we've been beset by a global pandemic that is leaving enormous human devastation in its wake. It has not been the easiest of times for us to deliver against our mission—to stop the degradation of the planet's natural environment and build a future in which people and nature both flourish.

In response to the coronavirus, WWF has been operating remotely in nearly 100 countries since the middle of March. On a daily basis, we are astonished at the perseverance and unity that our staff members bring—via phone calls and video meetings and more—to doing the necessary work that the world needs from us now more than ever.

For all of us, it is clear that our mission could not be more urgent. While more of the world now focuses on solving the climate crisis, it is still not enough. We are increasingly aware of the consequences of a simultaneous loss of nature, including the demise of species and ecosystems and the many good things they provide us that are fundamental to our lives. We are faced with running out of planet as we scramble to meet humanity's needs, and we know we need to find new ways to produce more while also conserving nature.



## LISTEN, LEARN, ACT

Science has always been a foundation of WWF’s conservation ethos. We know too well the danger in making assumptions without diligent and inclusive research. And so we’ve dug in on the zoonotic source of COVID-19 and dedicated ourselves to increasing the level of understanding of the science of zoonotic diseases.

We’ve amplified the voices of people in five Asian nations through a recent survey that reflected greater than 90% support for the closure of illegal and unregulated wildlife markets, and worked to implement bans on the consumption of wildlife that enables diseases to “spill over” from wildlife to humans. We’re engaging corporations, governments, Indigenous leaders, and other partners throughout the Amazon basin and beyond on green infrastructure design, making sure that all economic development and disaster recovery initiatives properly blend job creation, respect for local communities, and sustainability.

We continue to heighten awareness, raise resources, and develop partnerships to support conservation areas around the world, helping to reverse the slide toward extinction for tigers and rhinos and elephants. We keep working to reduce the harmful effects of close human-wildlife contact. We engage directly with local communities to design new programs that are respectful of their rights and attuned to their needs. And we continue to help build more sustainable supply chains for food, from farm to table, and stronger accountability to see that corporations do the right thing.

We cannot reflect on this year without acknowledging and sharing in the collective grief over the murders of George Floyd, Breonna Taylor, Ahmaud Arbery, and too many other Black Americans.

We spoke out about the racial injustice that has plagued our country for centuries and pledged our unqualified support for the Black Lives Matter movement. We vowed to add our influence to the fight to bring justice to those communities who for too long have not benefited from or been included in the conservation movement. We are determined to find ways in our work, in our communications, and in our partnerships to help remedy those wrongs.

We have also reckoned with reports of human rights violations at the hands of government park rangers in places that we’ve supported in Africa and elsewhere. As a result, we have taken a deep look at our work

**The state of the world today makes clear the need for discipline and perseverance on the part of communities, institutions, businesses, and individuals in order to safeguard the whole. And we’re taking steps to guarantee that the values that guide WWF today—courage, respect, collaboration, and integrity—are front and center in everything we do.**

around the world, and are taking steps to better safeguard the people who live in the places we work. Specifically, we have created what we believe is the strongest, most principled approach to ensuring that local communities are at the center of our programs and that our efforts help to secure their rights and well-being.

This is a time for us to listen, to learn, and to act. We are working hard to acquire new and necessary disciplines, not only in how we hold safe our staff and our partners during COVID-19, but also in how we guarantee that we bring respect and open minds to our relationships in all our work—from the heart of the Congo to the halls of Congress and beyond.

## ONE PLANET, ONE PEOPLE

*Zoonotic* could well end up being one of the top buzzwords of 2020, as the world learns more about the root cause of COVID-19 (likely a wet market in China where live animals are sold and slaughtered). We already know that many of the diseases most deadly to humans, including Ebola, MERS, SARS, and HIV, spilled over from wildlife to people. We’ve identified and learned more about the connection between the destruction of forests and rivers and the quality of our air and water—and, ultimately, the quality of life for people. And we’ve learned even more about the connection between human health and the destruction of nature, particularly as it affects the most marginalized communities in the world.

In a meeting with President Duque of Colombia, as part of a trip organized by WWF, we had a conversation about how the state of the environment reflects humanity’s broken relationship with nature, and the consequences that brings for all of us. President Duque spoke eloquently about the imperative to build a new economy and a new type of governance that brings peace not only to people but also to the natural world.

This reflection called to mind an earlier conversation with Secretary of the Smithsonian Lonnie Bunch, who prior to that appointment spent the better part of two decades creating the Smithsonian’s National Museum of African American History and Culture. He talked about what makes that institution so unique, explaining that while it was built around a single narrative centered on the history and culture of African Americans, the museum’s creators considered its audience to be all Americans, because the African American experience touches everyone.

What both of these conversations made plain is what we have to do across our work: secure the rights of *all* people to a sustainable future, everywhere we work, from the Northern Great Plains to the islands of Indonesia. The narrative of people and their dependence on the natural world is universal. And it is a narrative that we need to make real and powerful in our engagement of every society where we work.

## HUMILITY AND DISCIPLINE

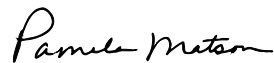
This has been a terrifically challenging year for so many reasons, yet the vital work of conservation marches on. We are deeply grateful for the amazing people and communities with whom we work every day. Those partnerships have helped bring about so many successes: permanently protecting some of the most essential landscapes in Peru and Colombia and beyond; expanding bison habitat by more than 20,000 acres in Badlands National Park; raising millions of dollars for Indigenous communities and others most affected by the historic Amazon fires. And we are grateful to WWF's staff for finding creative ways to get this work done despite the limitations they face.

Increasingly, as we reflect on our work, we reflect on the importance of humility and discipline. We need to have the humility to look in the mirror and examine ourselves: to acknowledge the good things we do, but also to be honest about our shortcomings and work hard to address them.

We need the discipline to act—to jump on the best opportunities, but also to identify, acknowledge, and act on areas for improvement. And we're taking steps to guarantee that the values that guide WWF today—courage, respect, collaboration, and integrity—are front and center in everything we do.

The state of the world today makes clear the need for discipline and perseverance on the part of communities, institutions, businesses, and individuals in order to safeguard the whole. And it makes clear that the future of conservation will be built on the connection between nature and the survival of humanity.

There are moments in time that disrupt our worldview. This is one of them. If we want to look for a silver lining to the COVID-19 pandemic, perhaps it is this: It has made undeniably clear the profoundly important relationship between nature and human health. When we break our relationship with nature, we do so at our own peril. But when we care for nature, the benefits accrue not just to the many forms of life with whom we share this planet, but also to us, to our families, and to all of humanity.



DR. PAMELA MATSON  
Chair, WWF-US Board of Directors



CARTER ROBERTS  
President & CEO, WWF-US

In a year of unparalleled challenges, WWF stood strong, continuing to deliver results that benefit both people and nature and move us toward a healthy natural world.



A large wildfire at night, with bright orange flames and thick black smoke rising from a line of trees. In the foreground, the dark silhouette of a tall palm tree stands against the glowing fire. The scene is dramatic and urgent, highlighting the impact of the fires.

JULY  
2019

**“We received a lot of support from WWF. They helped us with food and medical supplies, and also with water, so everyone can drink, because our water was very contaminated.”**

**Alcides Pinto Supayabe** Cacique, Rio Blanco community, Bolivia

When wildfires burned through the Amazon and Australia, WWF mobilized emergency funds from a diverse group of new and existing donors to support people and wildlife. WWF-US raised nearly \$2 million to support partners and local communities on the front lines in Brazil and Bolivia—enough to provide firefighting equipment, food, water, medical supplies, training to monitor ongoing fires, and radios. In Australia, in addition to the human toll, an estimated 3 billion animals died in the blazes. A portion of the \$6.8 million WWF raised was funneled to local wildlife rescue organizations to recover and rehabilitate species like koalas and sugar gliders.



“Walking in the climate march and sharing our perspective on climate advocacy was incredible. Being able to share more about how Alaska knows climate change, and also to see the rest of the people who are in this movement with us at the march, reminded me we are on our way to making a better world.”

Tasha Elizarde Student at Mount Holyoke College

## AUGUST

As part of a coalition with Indigenous peoples' organizations and nonprofits funded by an \$18 million USAID grant, **WWF launched the Amazon Indigenous Rights and Resources project to better incorporate Indigenous peoples' rights and perspectives** into the sustainable economic development of the Amazon. WWF has worked in the Amazon for more than 40 years to protect forests, safeguard species, and develop sustainable livelihoods for more than 350 Indigenous and ethnic groups.

## SEPTEMBER

**Efforts by WWF helped fuel the largest ever youth-led climate mobilization at the UN Climate Action Summit and General Assembly, as well as participation by more than 7.5 million people in global strikes to raise awareness about the climate crisis.**

In coordination with the World Economic Forum, **WWF's Global Science Team released "The Nature of Risk,"** an innovative framework for understanding how the loss of ecosystem services like food, water, and carbon sequestration poses significant risks to business, finance, and society as a whole.

WWF and Johnson & Johnson **teamed up through the Forests and Health initiative to better understand and illuminate the connection between forests and public health.** Already, findings have shown that intact forests can benefit human health and help governments sidestep the financial costs of public health crises by stopping them before they start.





SEPTEMBER

“Building bridges between people is essential. At Copaíba, we have the experience and the ability to restore our forest and produce seedlings. The more we can join forces, the more areas will be restored, no question. This support makes us stronger. It is very gratifying to be part of this process, to be part of restoring our home.”

Mayra Flores Forest Restoration  
Coordinator, Copaíba

In 2018, WWF partnered with International Paper to restore 250 high-priority acres in Brazil’s species-rich Atlantic Forest, home to the iconic jaguar. **With the first round of company-supported planting underway, this year WWF also teamed up with HP to restore more than 1,200 acres of this native forest.** In addition, HP’s support will enable WWF and partners to improve management of more than 197,000 acres in China while increasing consumer awareness of—and demand for—responsibly sourced forest products.



“Since its founding 26 years ago, WWF’s Russell E. Train Education for Nature Program has supported incredible individuals who continue to address the world’s biodiversity challenges. As an alumna, I know this program shaped my vision of advancing ecological conservation. I’m excited to be part of the collective effort to build the next generation of conservation leaders.”

**Nelly Kadagi** Director, Conservation Leadership & Education for Nature Program

## SEPTEMBER

**WWF celebrated 25 years of the Russell E. Train Education for Nature Program (EFN), which helps educate and train conservation leaders to tackle environmental challenges in their home countries.**

To date, EFN has supported more than 2,700 organizations and individuals, including the first primatologist in Laos, Peru’s leading orchid expert, and EFN’s new director, a scientist and fishery governance expert.

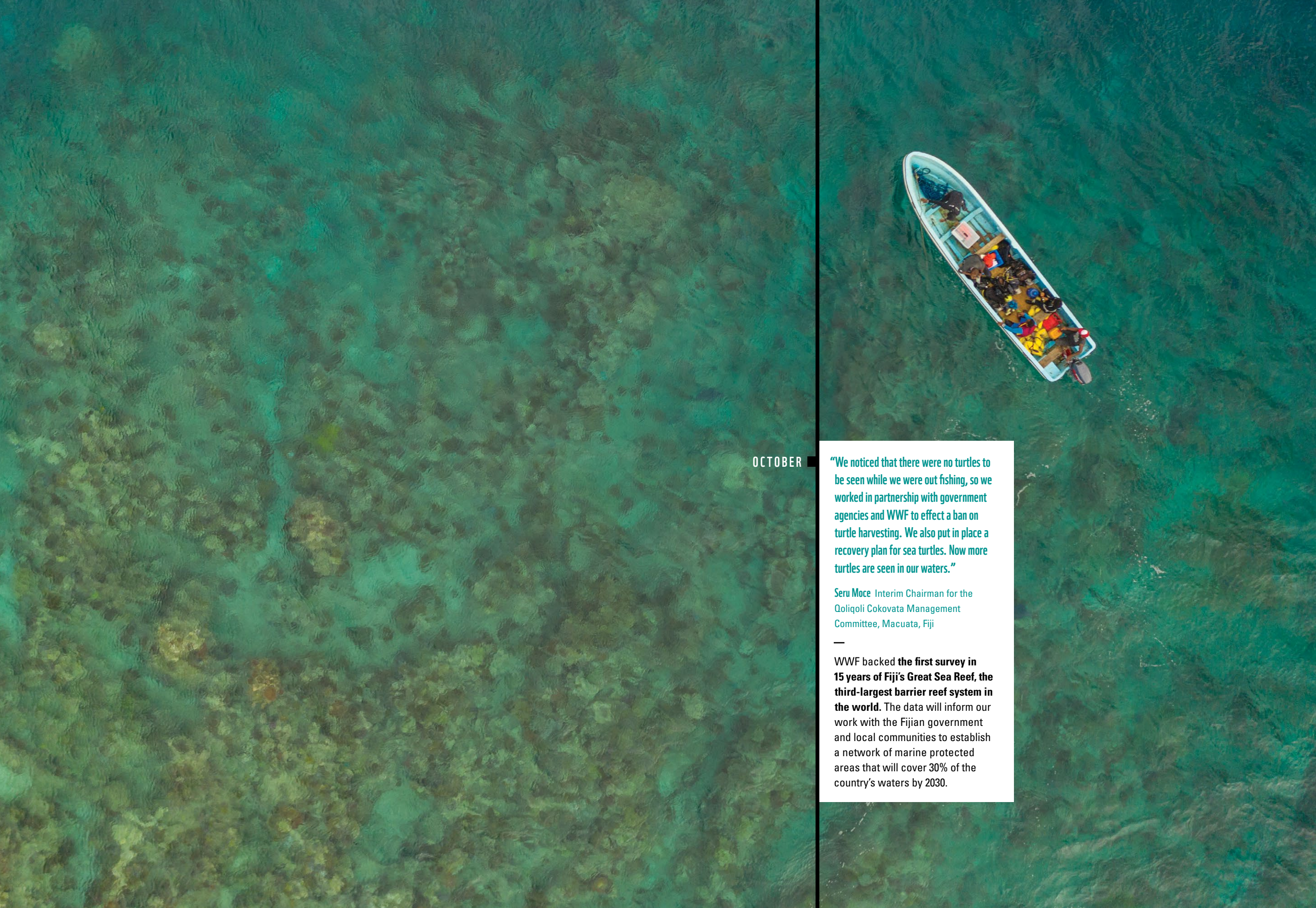
## OCTOBER

Thanks to the generosity of more than 2,500 WWF donors and partner organizations, WWF **provided nearly \$245,000 toward building 45 miles of new fence that extends habitat in Badlands National Park for approximately 1,200 bison.** The herd now grazes on 80,193 acres—an area larger than the island of Manhattan.

To connect the next generation of conservation leaders with global experts and further their outstanding contributions to the environment, **WWF-US announced the inaugural Youth Leadership Award.** Each year a winner will be awarded \$5,000 to fund their academic or professional development.

Critically endangered hawksbill sea turtles have a better shot at survival now that **WWF-Australia and Royal Caribbean have joined forces to help stop the illegal trade of tortoiseshell products.** The partnership pioneers new technology to track turtle DNA from point of sale to point of origin, in hopes of identifying the hawksbill populations most at risk of being poached.



An aerial photograph of a small, light-colored boat with a red stripe, filled with people and gear, floating on clear turquoise water. Below the water's surface, a vibrant coral reef is visible, showing various shades of green, yellow, and brown. The boat is positioned in the upper right quadrant of the frame.

OCTOBER

“We noticed that there were no turtles to be seen while we were out fishing, so we worked in partnership with government agencies and WWF to effect a ban on turtle harvesting. We also put in place a recovery plan for sea turtles. Now more turtles are seen in our waters.”

Seru Moce Interim Chairman for the Qoliqoli Cokovata Management Committee, Macuata, Fiji

WWF backed the first survey in 15 years of Fiji's Great Sea Reef, the third-largest barrier reef system in the world. The data will inform our work with the Fijian government and local communities to establish a network of marine protected areas that will cover 30% of the country's waters by 2030.



“I went to western Kenya to work on child malnutrition. Yet I couldn’t focus on that without also considering water, agriculture, soil and the land, and women’s empowerment. It’s of immense value to spotlight the science on the connections between health and nature; it was amazing to join the Fuller Symposium, where all these interconnections were discussed.”

Professor Ruth Khasaya Oniang’o Founder, Rural Outreach Africa

## NOVEMBER

At WWF’s Kathryn S. Fuller Science for Nature Symposium, thought leaders from a range of disciplines explored the intersection between human well-being and the health of our environment.

Experts brainstormed conservation solutions to confront global health challenges like environmental degradation and infectious diseases.

## DECEMBER

WWF’s advocacy in support of US funding for conservation helped convince Congress to **pass a 10% increase for USAID’s Biodiversity Conservation programs as well as a 30% bump for US Fish and Wildlife Service programs** that benefit species including elephants, rhinos, and tigers.

At the 2019 UN Framework Convention on Climate Change, **WWF amplified the voices of US-based influencers and leaders for We Are Still In—a coalition of nearly 4,000 leaders of American colleges, universities, businesses, cities, and states** committed to reducing emissions and embracing clean energy.

**Wildlife Insights, a cloud-based platform operated by WWF and partners, houses the largest publicly accessible database of camera trap images in the world.** The artificial intelligence-enabled software allows for rapid synthesis of thousands of images, increased collaboration, and the ability to better monitor endangered species in their natural habitats.



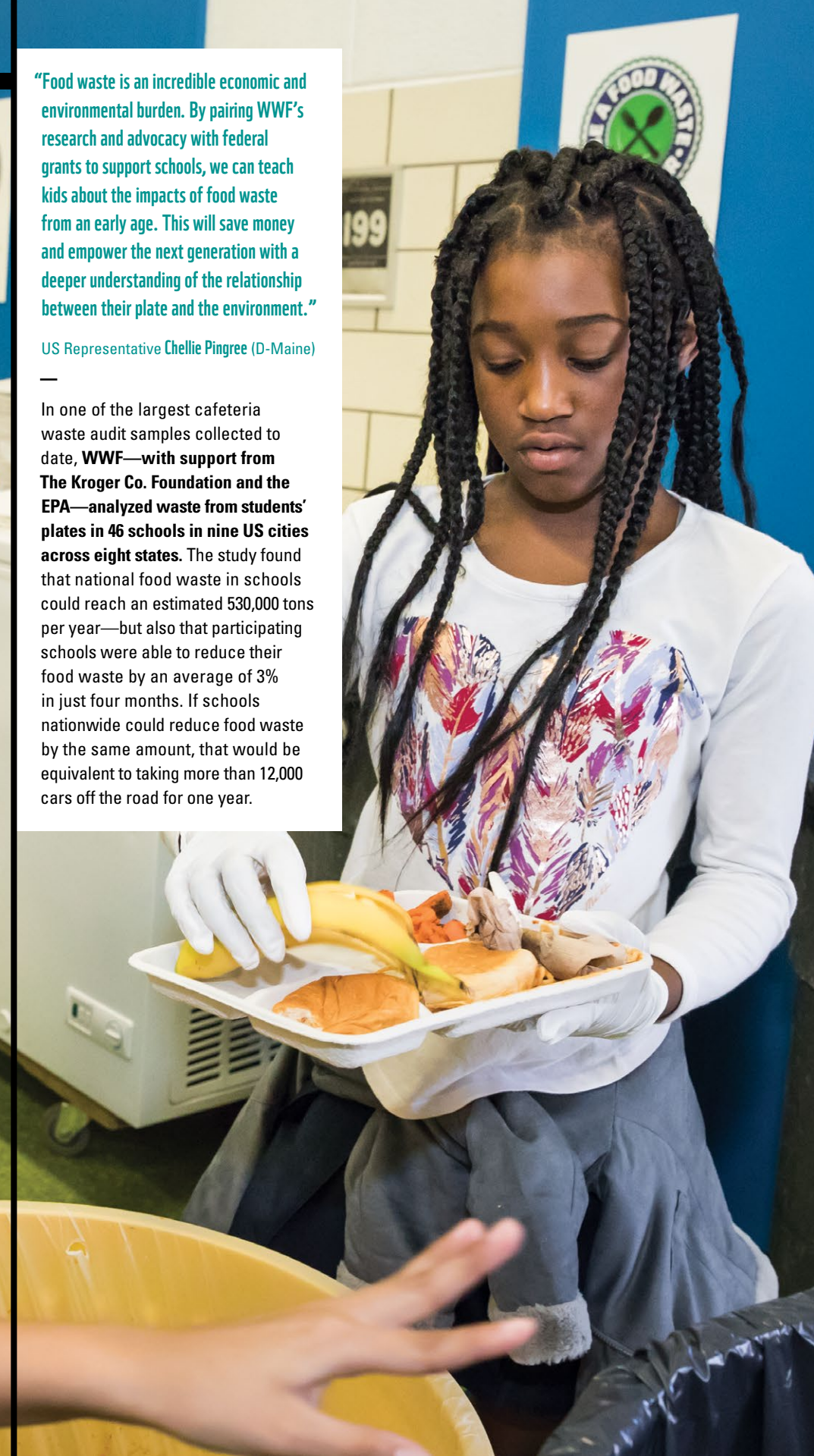


DECEMBER

“Food waste is an incredible economic and environmental burden. By pairing WWF’s research and advocacy with federal grants to support schools, we can teach kids about the impacts of food waste from an early age. This will save money and empower the next generation with a deeper understanding of the relationship between their plate and the environment.”

US Representative Chellie Pingree (D-Maine)

In one of the largest cafeteria waste audit samples collected to date, **WWF—with support from The Kroger Co. Foundation and the EPA—analyzed waste from students’ plates in 46 schools in nine US cities across eight states.** The study found that national food waste in schools could reach an estimated 530,000 tons per year—but also that participating schools were able to reduce their food waste by an average of 3% in just four months. If schools nationwide could reduce food waste by the same amount, that would be equivalent to taking more than 12,000 cars off the road for one year.





“We’re Lakota people, and that means we’re buffalo people. They’ve always taken care of us and we need to take care of them. Working with WWF on buffalo restoration has been an amazing journey made possible because of the organization’s wonderful, dedicated staff.”

Wizipan Little Elk CEO, Rosebud Economic Development Corporation

## JANUARY 2020

In collaboration with environmental disclosure organization CDP, the UN Global Compact, and World Resources Institute, **WWF helped more than 900 companies set, or commit to set, science-based targets for cutting their greenhouse gas emissions.** WWF is now leading a new effort to help companies reduce their impact on—and even restore—land, oceans, freshwater, and biodiversity by 2025.

## MARCH

**WWF partnered with the Rosebud Sioux Tribe; their economic arm, REDCO; and Rosebud Tribal Land Enterprise to secure nearly 28,000 acres for what will become North America’s largest Native-owned and managed bison herd.**

The new Wolakota Buffalo Range can support 1,500 bison and is a hallmark of WWF’s partnership with Native nations in the Northern Great Plains, as we jointly develop healthy bison herds for conservation.

The Dutch Postcode Lottery awarded **\$20 million to WWF, Peace Parks Foundation, and African Parks to protect elephants and address the ecological and socioeconomic development of KAZA, in Southern Africa.** Tied to the Kavango and Zambezi rivers for which it is named, this mosaic of woodland, grassland, and wetland habitats straddles five countries and is the world’s largest transfrontier conservation area.

In partnership with the Gordon and Betty Moore Foundation, **WWF-Paraguay and the Central Bank of Paraguay developed requirements for financial institutions to help guide the sustainable production of beef and soy—a leading cause of deforestation in Latin America—in order to slow the rate of land conversion and decrease biodiversity loss.**





ONGOING

According to India's latest tiger population estimates, **wild tiger numbers are stable or growing.** WWF works to conserve and connect big-cat habitat, monitor tigers and their prey, manage human-tiger conflict, stop the illegal trade in tigers and other wildlife, and help government leaders strengthen regulations to protect the world's largest cat.



“If the Sambor Dam was built, it would have a terrible impact on our communities and natural resources, the forests, fish, and Irrawaddy dolphins. My community urged the government to consider the environmental impacts of the proposed dam, so hearing development had been postponed for 10 years made me very happy. Keeping the lower Mekong free flowing is the best decision for people and nature.”

**Sa Khouy** Community Fisheries Chief, Kampong Kabeoung, Kratie, Cambodia

## MARCH

As part of an industry forum that includes more than 70 companies across the seafood supply chain, **WWF released the first-ever global standards for tracking seafood products from source to sale.** So far more than 40 brands—including grocery chain Whole Foods Market—have committed to begin implementing these ocean-saving standards.

Since its launch in 2018, the **Coalition to End Wildlife Trafficking Online** has blocked or removed more than 3 million listings for endangered species and products, including elephant ivory and pangolin scales, as well as live animals like tiger cubs.

After years of scientific research, advocacy, and community and government engagement by WWF-Cambodia and our partners, the government of Cambodia abandoned plans to build the Sambor hydropower dam on the Mekong River and put a 10-year halt on future dam construction on the river’s main artery.

A free-flowing Mekong protects the world’s most productive freshwater fishery and supports breathtaking biodiversity, including the largest population of Irrawaddy river dolphins on Earth. WWF-Cambodia is poised to support federal development of a sustainable energy plan that promotes clean and renewable energy alternatives while keeping the mighty Mekong intact.

By providing rainwater harvesting systems for schools and households, in addition to separate water resources for wildlife, **WWF-Kenya began helping rural communities bordering Kenya’s Maasai Mara National Reserve adapt to warmer and drier conditions driven by climate change.**



An aerial photograph showing a pod of approximately ten whales swimming in dark, choppy water. The whales are mostly white with dark dorsal fins and tails. They are surrounded by large, irregular ice floes that appear as bright white patches against the dark water. The whales are moving in a loose group, with some creating small ripples on the water's surface.

ONGOING

"I am proud to have contributed to the research and planning of ArcNet, which uses rigorous spatial scientific analysis that recognizes the fundamental attributes of marine biodiversity. The significance of this international team effort for future generations cannot be overemphasized."

John C. Roff Canada Research Chair in Environmental Science and Conservation at Acadia University, Canada (ret.)

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**After years of analysis, WWF finished compiling ArcNet, the world's most in-depth database of Arctic biodiversity.** By identifying the locations of species populations (including marine mammals, seabirds, and fish), scientists mapped a network of priority areas for marine conservation. ArcNet facilitates ocean planning to meet the needs of Arctic wildlife like the walrus, gray whales, and beluga whales of the Bering Strait.



“Hydropower dams threaten the Pantanal’s flood-dependent ecosystem and the millions of lives that depend on it. Renewable energy is both possible and essential. Solar plants we developed with isolated communities in the Pantanal save energy and benefit our people. This study highlights a critical solution to hydropower dams—a win for all those who defend the Pantanal.”

André Luiz Siqueira CEO, Ecology and Action, Mato Grosso do Sul, Brazil

MAY

A study by WWF-Brazil revealed that the same amount of energy produced by 125 proposed hydropower projects that threaten Brazil’s Pantanal can be generated by renewable sources already found in the region, such as solar, animal waste, and excess biomass from sugarcane production.

**USAID issued a \$38 million biodiversity grant to WWF-Vietnam and our partners** to protect forests and stabilize threatened wildlife populations in Vietnam. The project represents a major step forward for biodiversity conservation and wildlife protection in Southeast Asia.

JUNE

With funding from the Jeremy and Hannelore Grantham Environmental Trust, WWF announced an \$850,000 investment in Ocean Rainforest, a small for-profit company that operates a seaweed nursery, farms, and processing facility around the North Atlantic’s Faroe Islands. Seaweed is a fast-growing marine vegetable that is both a nutritious food source and—because it is highly efficient at absorbing CO<sub>2</sub>—a valuable carbon sink. This venture marks WWF-US’s first impact investment, **an effort designed to accelerate innovative business ideas that generate positive environmental outcomes as well as financial returns.**

WWF analyzed the plastic use of five companies, including McDonald’s Corporation and The Coca-Cola Company, and identified just how much plastic companies were using and where it went after it was disposed of. Thanks to these companies’ transparent disclosure of their plastic footprints, WWF has identified pain points in the plastic life cycle that serve as a starting point for recognizing global plastic trends across industries. **Onboarding 100 more companies to the project could keep more than 50 million metric tons of plastic out of nature over time.** ■



“We all want to do our part to reduce the risk of future pandemics. As a conservation organization, we must remain focused on addressing the root causes, which lie at the intersection of humans and the natural world.”

**Rebecca Shaw** Chief Scientist, WWF

FEBRUARY  
2020

In early 2020, much of the world was struck by the onslaught of COVID-19. WWF stepped into action.

As the pandemic spread across the globe, a **survey commissioned by WWF in five Asian countries found that almost 80% of respondents believed that closing illegal wildlife markets could prevent emerging infectious diseases.** In February, China issued a ban on trade in wildlife for human consumption, which is suspected to be the source of the novel coronavirus outbreak.

MAY

A **WWF science brief identified the three main drivers behind emerging infectious diseases like the novel coronavirus: deforestation and other land-use change, wildlife exploitation, and the expansion of livestock production.** These activities encroach upon wild places, increasing human contact with wildlife and opportunities for zoonotic transmission—the spillover of pathogens from animals to humans. The brief also disclosed scientific evidence that proves these same drivers contribute to both climate change and biodiversity loss. With skyrocketing global demand for animal protein and wildlife products comes increased risk as people, livestock, and wildlife interface more regularly. Tackling the root causes of these drivers will be instrumental in preventing future zoonotic events.

JUNE

When tourism ground to a halt in the wake of COVID-19, WWF sprang into action to help communities in Namibia who depend on the region’s wildlife economy. Working alongside government and in-country partners, **we helped the National Conservation Relief, Recovery, and Resilience Facility secure more than \$8.5 million to help communal conservancies** withstand plummeting tourism revenue while managing wildlife like elephants and black rhinos.

As the crisis exposed the risks of zoonotic diseases—to both public health and the global economy—**WWF launched a campaign to urge leaders to safeguard human health against future pandemics** by changing how we interact with wildlife, produce food, and use land. ■





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**Leslie Coolidge**  
Barrington Hills, IL

**Ashlan Gorse  
Cousteau**  
Los Angeles, CA

**Philippe Cousteau**  
Los Angeles, CA

**Melissa Shackleton  
Dann**  
Chevy Chase, MD

**Josie Davis**  
Chicago, IL

**Christopher J. Dodd**  
Washington, DC

**Santiago Dunn**  
Guayaquil, Ecuador

**Barbara Durham**  
Dallas, TX

**Cynthia Eisenberg**  
Lafayette, CA

**Exequiel Ezcurra**  
Riverside, CA

**Lara Fitch**  
Brooklyn, NY

**John B. Ford**  
Saint Helena, CA

**Abigail Field Gerry**  
New York, NY

**Lloyd Gerry**  
New York, NY

**Alice Gillaroo**  
Santa Ynez, CA

**Hannelore Grantham**  
Boston, MA

**Jeremy Grantham**  
Boston, MA

**Michael Grealish**  
Hingham, MA

**Katherine Eckert  
Grunder**  
New York, NY

**Jason Haggins**  
New York, NY

**Susan Cook Hoganson**  
Oakland, CA

**Lixin Huang**  
El Cerrito, CA

**James Iker**  
Chevy Chase, MD

**Susan K. Ing**  
Honolulu, HI

**Pamela Isdell**  
Atlanta, GA

**Jeremy Jackson**  
Brooksville, ME

**Susan Jorgensen**  
Santa Ynez, CA

**Donald Kanak**  
Hong Kong

**Jamee Field Kane**  
Lake Forest, IL

**Donald Karl**  
Los Angeles, CA

**Karen Garver Karl**  
Los Angeles, CA

**Charles J. Katz Jr.**  
Palo Alto, CA

**Anne Keiser**  
Washington, DC

**William Lake**  
Aquinnah, MA

**Winnie Lam**  
Sunnyvale, CA

**Frans Lanting**  
Santa Cruz, CA

**Nicholas Lapham**  
Washington, DC

**Shelly Lazarus**  
New York, NY

**Ted Lazarus**  
Brooklyn, NY

**Wendy Lee**  
Redding, CT

**Thomas Lovejoy**  
McLean, VA

**Stephen J. Luczo**  
Cupertino, CA

**Kevin Malone**  
Fort Lauderdale, FL

**Laurie McBride**  
Old Snowmass, CO

**Thomas McInerney**  
Seattle, WA

**Elisabeth Meeker**  
Chicago, IL

**Nitzan Mekel-Bobrov**  
New York, NY

**Jacqueline Morby**  
Key Largo, FL

**Jeffrey Morby**  
Key Largo, FL

**Diane Moxness**  
Anchorage, AK

**Iris Mwanza**  
Jersey City, NJ

**Jocelyn Nebenzahl**  
Glencoe, IL

**Cheryl Olseth**  
Minneapolis, MN

**Gilman Ordway**  
Wilson, WY

**Julie Packard**  
Monterey, CA

**Perk Perkins**  
Sunderland, VT

**Kyle Philipp**  
Atlanta, GA

**Michael Philipp**  
Dorset, VT

**Trent Philipp**  
New York, NY

**Shari Sant Plummer**  
New Kingston, NY

**Julia Popowitz**  
Woodside, CA

**Mayari Pritzker**  
Chicago, IL

**Joseph Proto**  
New York, NY

**Smita Proto**  
New York, NY

**Singer Rankin**  
Santa Fe, NM

**Elizabeth Reilly**  
San Francisco, CA

**Alison Richard**  
Middle Haddam, CT

**Marie Ridder**  
McLean, VA

**Rick Ridgeway**  
Ojai, CA

**Emily T. Rowan**  
Chevy Chase, MD

**Elizabeth Sall**  
Seattle, WA

**English Grey Sall**  
Raleigh, NC

**Virginia Sall**  
Cary, NC

**Daniel Sarles**  
Boston, MA

**Julie Scardina**  
Poway, CA

**Gia Schneider**  
Alameda, CA

**Alan Seelenfreund**  
San Francisco, CA

**Aniket Shah**  
New York, NY

**Susan Sherman**  
Glencoe, IL

**Brian Skerry**  
York, ME

**Scott Smith**  
Sonoma, CA

**Abraham David  
Sofaer**  
Palo Alto, CA

**Sue Scott Stanley**  
New York, NY

**Louise Stephens**  
San Francisco, CA

**Linda Stone**  
Boston, MA

**Gregory Summe**  
Naples, FL

**Sarah Timpson**  
New York, NY

**C. Bowdoin Train**  
Chevy Chase, MD

**Errol C. Train**  
Bedminster, NJ

**Joel Treisman**  
Westport, CT

**Jennifer Vogel**  
Houston, TX

**Donald Wagoner**  
New York, NY

**Karen Wagoner**  
New York, NY

**Judith Waterman**  
Hillsborough, CA

**Robert H. Waterman Jr.**  
Hillsborough, CA

**David Wilcove**  
Princeton, NJ

**Justin Winters**  
Venice, CA

**Julie Ann Wrigley**  
Ketchum, ID

**Irene Wurtzel**  
Washington, DC

*In Memoriam*

**Denise Allen**  
National Council  
2010–2020

**Kenneth Nebenzahl**  
National Council  
1993–2020

**James Redford**  
National Council  
2015-2020



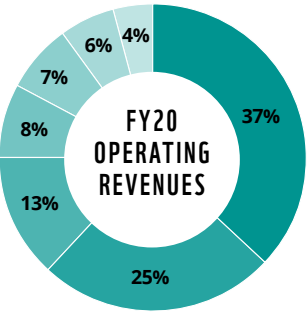
# Financial Statements FY20

“WWF continues to pursue its mission with passion and purpose. Faced with a pandemic, WWF adapted quickly to deliver on conservation goals and increased its spending on conservation programs by 17% compared to the previous year. WWF raised \$276 million in FY20, 13% more than in FY19, which is a testament to our strong base of supporters. The unwavering dedication of our donors, partners, and staff gives us a stable outlook for FY21.”

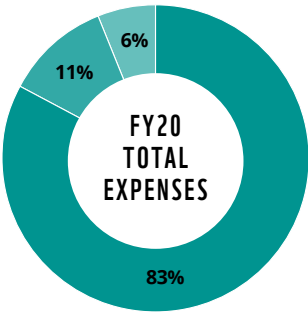
Mike Pejic  
Chief Financial Officer

## CURRENT YEAR OPERATING REVENUES AND EXPENSES

| Revenues                                                     | 2020 Total         | 2019 Total         |
|--------------------------------------------------------------|--------------------|--------------------|
| Contributions utilized <sup>1</sup>                          | \$158,026,632      | \$172,862,796      |
| Government grants and contracts                              | 43,424,233         | 34,458,758         |
| WWF Network revenues                                         | 21,870,709         | 19,737,560         |
| In-kind and other revenues                                   | 124,257,997        | 81,233,536         |
| <b>Total unrestricted revenues, gains, and other support</b> | <b>347,579,571</b> | <b>308,292,650</b> |
| <b>Expenses</b>                                              |                    |                    |
| <b>Program expenses</b>                                      |                    |                    |
| Conservation field and policy programs                       | 172,947,786        | 148,193,066        |
| Public education                                             | 115,422,452        | 101,198,913        |
| <b>Total program expenses</b>                                | <b>288,370,238</b> | <b>249,391,979</b> |
| <b>Supporting services expenses</b>                          |                    |                    |
| Finance and administration                                   | 20,075,616         | 18,354,360         |
| Fundraising                                                  | 40,381,048         | 40,654,138         |
| <b>Total supporting services expenses</b>                    | <b>60,456,664</b>  | <b>59,008,498</b>  |
| <b>TOTAL EXPENSES</b>                                        | <b>348,826,902</b> | <b>308,400,477</b> |
| Current year operating revenues over operating expenses      | <b>(1,247,331)</b> | <b>(107,827)</b>   |



|                                   |               |     |
|-----------------------------------|---------------|-----|
| Individuals                       | \$129,410,767 | 37% |
| In-kind and other                 | 88,308,102    | 25% |
| Government grants                 | 43,424,233    | 13% |
| Foundations                       | 26,307,021    | 8%  |
| Other non-operating contributions | 22,994,066    | 7%  |
| Network                           | 21,870,710    | 6%  |
| Corporations                      | 15,264,672    | 4%  |



|                            |                |     |
|----------------------------|----------------|-----|
| Program expenses           | \$ 288,370,238 | 83% |
| Fundraising                | 40,381,048     | 11% |
| Finance and administration | 20,075,616     | 6%  |

## NON-OPERATING ACTIVITIES AND PLEDGES

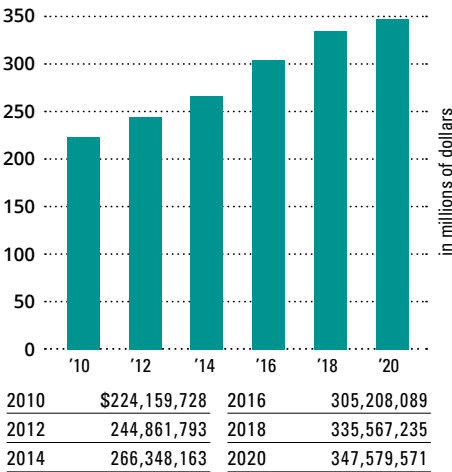
| Non-operating activities                                      | 2020 Total   | 2019 Total   |
|---------------------------------------------------------------|--------------|--------------|
| Bequests and endowments                                       | \$35,784,365 | \$21,594,600 |
| Income from long-term investments                             | (622,070)    | 9,298,064    |
| Unrealized gain (loss) on financing transactions <sup>2</sup> | (2,206,226)  | (1,749,081)  |
| Gain (loss) from foreign currency                             | (170,768)    | 64,391       |
| Non-operating funds utilized                                  | (37,158,456) | (33,664,172) |

### Pledges and contributions designated for future years

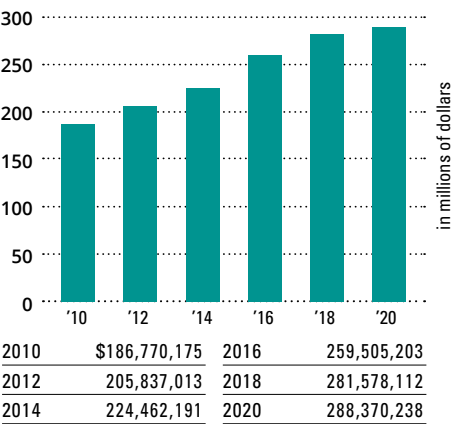
|                                            |              |              |
|--------------------------------------------|--------------|--------------|
| Pledges and contributions                  | 70,207,763   | 56,459,289   |
| Prior years' revenues used in current year | (53,598,683) | (39,930,570) |

|                                                   |                    |                    |
|---------------------------------------------------|--------------------|--------------------|
| <b>TOTAL NON-OPERATING ACTIVITIES AND PLEDGES</b> | <b>12,235,925</b>  | <b>12,072,521</b>  |
| <b>Increase (decrease) in net assets</b>          | <b>10,988,594</b>  | <b>11,964,694</b>  |
| <b>Net assets at beginning of year</b>            | <b>375,036,676</b> | <b>363,071,982</b> |
| <b>Net assets at end of year</b>                  | <b>386,025,270</b> | <b>375,036,676</b> |

### OPERATING REVENUE GROWTH



### PROGRAM SPENDING GROWTH



<sup>1</sup> Contributions utilized in 2020 include current year contributions of \$67,269,493, prior years' contributions of \$53,598,683, and non-operating income of \$37,158,456.

<sup>2</sup> In 2001, WWF issued bonds to finance the purchase of the building housing its offices. Subsequently it entered into various financial transactions to fix the interest rate on all variable rate bonds. These transactions result in either an unrealized gain or loss year to year as market interest rates vary above or below the fixed rate obtained in the transactions.



## WAYS TO GIVE

There are many ways to support WWF and protect the future of nature. To learn more or to make a donation, please contact us at 888-993-1100 or [worldwildlife.org/waystogive](https://worldwildlife.org/waystogive).

### OUTRIGHT GIFTS

- Become a Partner in Conservation or a Leadership Partner  
[worldwildlife.org/partners](https://worldwildlife.org/partners)
- Become a monthly supporter  
[worldwildlife.org/monthly](https://worldwildlife.org/monthly)
- Make a charitable gift of stocks, bonds, or mutual funds  
[worldwildlife.org/stock](https://worldwildlife.org/stock)
- Give through your donor advised fund  
[worldwildlife.org/DAF](https://worldwildlife.org/DAF)
- Make a qualified tax-free charitable distribution through your individual retirement account (IRA)  
[worldwildlife.org/IRA](https://worldwildlife.org/IRA)
- Make a gift of real estate  
[wwf.planmylegacy.org](https://wwf.planmylegacy.org)
- Give a gift of membership  
[worldwildlife.org/giftmembership](https://worldwildlife.org/giftmembership)
- Make a symbolic animal adoption or donate via our Online Gift Center and select a WWF-themed thank you gift  
[worldwildlife.org/gifts](https://worldwildlife.org/gifts)
- Honor a loved one with a tribute gift  
[worldwildlife.org/tributegift](https://worldwildlife.org/tributegift)

### LIFE INCOME GIFTS

- Receive income payments for your lifetime by establishing a WWF Charitable Gift Annuity or your own Charitable Remainder Trust, and leave a legacy for the future of nature  
[wwf.planmylegacy.org](https://wwf.planmylegacy.org)

### ESTATE GIFTS

- Remember WWF in your will or living trust, or leave a portion of your life insurance or retirement plan assets to WWF. Our suggested bequest language: "I give \_\_\_\_\_ (residue, percentage, or specific amount) to World Wildlife Fund, Inc., having its principal offices at 1250 24th Street NW, Washington, DC 20037, for its general purposes to save life on Earth."  
[wwf.planmylegacy.org](https://wwf.planmylegacy.org)

### WORKPLACE GIVING

Ask if your workplace participates in these easy ways to give. Learn more at [worldwildlife.org/workplacegiving](https://worldwildlife.org/workplacegiving).

- Corporate Matching Gifts  
[worldwildlife.org/matchinggifts](https://worldwildlife.org/matchinggifts)
- Employee Engagement  
[worldwildlife.org/togetheratwork](https://worldwildlife.org/togetheratwork)
- EarthShare  
visit [earthshare.org](https://earthshare.org) or call 800-875-3863
- Combined Federal Campaign for federal employees  
[cfcgiving.opm.gov](https://cfcgiving.opm.gov); WWF's designation number is 12072



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